

# **BALAJI INSTITUTE OF I.T AND MANAGEMENT KADAPA**

## **BUSINESS COMMUNICATION**

**ICET CODE: BIMK**

**SEMESTER-2**

**SECOND INTERNAL**

ALSO DOWLOAD AT <http://www.bimkadapa.in/materials.html>



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Units covered: **last half of 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> units**

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**SYLLABUS****BUSINESS COMMUNICATION**

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- 1. Concept of Communication** – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Formal, Informal Communication – Upward, Downward, Horizontal Communication.
- 2. Types of communication: Verbal – Oral Communication:** Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations **Non verbal Communication:** Sign language – Body language – Kinesics – Proxemics – Time language and Haptics: Touch language.
- 3. Interpersonal Communication:** Communication Styles, Managing Motivation to Influence Interpersonal Communication – **Role of emotion in Inter personal Communication.**
- 4. Barriers of Communication:** Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.
- 5. Report writing** – Formal reports – Writing effective letters – Different types of business letters - Interview techniques – Communication etiquettes

**Text Books:**

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**References:**

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- Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

## UNIT-3

## INTERPERSONAL COMMUNICATION

**3. ROLE OF EMOTIONS IN INTERPERSONAL COMMUNICATION****3.1 DEFINING EFFECTIVE COMMUNICATION**

- The communication is the act of exchanging ideas. Effective communication is a two-way exchange of information, emotions, and intentions.
- Communication is a process that enables management to allocate and supervise the work of employees.
- When you are able to communicate effectively, you will be able to form deeper relationships, build an alliance of teamwork, commit yourself and others more easily to responsibility, and increase your problem solving ability.
- To communicate effectively, one should adopt skills that include listening, assertiveness, nonverbal techniques, **emotional intelligence**, and the ability to manage stress.

**3.2 IDENTIFYING THE ROLE OF EMOTION IN INTERPERSONAL COMMUNICATION**

- ✚ Emotions can override our thoughts and profoundly influence our behavior.
- ✚ Developing emotional intelligence skills help us to recognize the emotions of other people.
- ✚ The interpersonal roles of emotions into purely cognitive architectures are also enables effective expressiveness and behavioral variability that begins to resemble human behaviors.
- ✚ The interpersonal roles of emotions such as communication of internal mental states and behavioral intent help improve human-machine interaction by enhancing the synthetic agent's realism and believability.
- ✚ Models of the interpersonal role of emotion are particularly critical in organizational modeling in which explicit models of social interaction must be represented.
- ✚ Individuals bring their emotions with them into interactions and these emotions not only affect how they behave towards others, but also how others behave towards them.

- ✚ An individual's emotional state may be changed through interaction. For this reason, skills at encoding decoding and managing emotions are of almost importance.
- ✚ Emotion plays a large part in our ability to communicate effectively.
- ✚ The best communicators use emotion in a positive manner, evidencing passion, drive, energy, trust, and calmness.
- ✚ However, this skill is one that needs to be learned: it is a natural human trait for our emotions to cloud our ability to communicate, giving away our feelings and disrupting our ability to communicate effectively.

### **3.3 STRESS: THE DEVIL THAT DESTROYS EFFECTIVE COMMUNICATION**

- ❖ The major road block in establishing and continuing effective communication is stress.
- ❖ This may be caused by a number of factors – some work related, others of a more personal nature – but whatever the cause, surrender to stress results in a lessened ability to listen and read other people as well as an increased likelihood of giving out false signals.
- ❖ When poor communication is stress-led, all parties can degenerate to knee-jerk reaction.
- ❖ An emotionally intelligent person is better able to manage their stress and reactions as well as the reactions of others.

### **3.4 EVERYDAY EXERCISES TO HELP MANAGE STRESS**

- ✚ When considering the role of emotion in interpersonal communication, stress management is one of the top strategies to adopt.
- ✚ When you are able to manage stress in a variety of situations, not only will you communicate more effectively but also, you will earn the reputation of being a calm and fast-thinker, and effective decision maker.
- ✚ If you realize that you are becoming stressed, here are a few everyday exercises to help you manage stress levels and communicate in a calmer and more effective manner:
  - ✓ Take time to calm down, and think before speaking
  - ✓ Breath slowly, relax your muscles, and think of a positive image
  - ✓ See the bright side of the situation, and take things a little less seriously.  
Look for ways to diffuse conflict, such as sharing a funny story

**3.5 4 STEPS TO REMAIN STRESS FREE AND COMMUNICATE MORE EFFECTIVELY****1. Take a moment to breath**

- Don't rush to respond.
- Take a second or two to breathe, gather thoughts, and process information received.
- Don't think it negative to ask for clarification of a question or previous statement – this gives you time to think about how to answer.

**2. Communicate one point at a time**

- Listeners have a limited time-frame of concentration.
- It is better to communicate one point at a time, use examples to clarify your position, and allow the other person a chance to respond accordingly.
- This gives you a chance to consider reaction, while drawing the correspondent into a more meaningful exchange, building mutual trust and respect.

**3. Use body language effectively**

- Think about your body language as you speak.
- Maintain eye contact, speak in an even tone, and speak clearly and concisely.
- Choose words carefully, relax, and open yourself to the communication exchange.

**4. Summarization**

- Having spoken, summarize your position and what you have said.
- Then allow the other correspondent to talk. Even if there is silence, don't feel the need to continue.
- Emotional intelligence will empower the effectiveness of your communication capabilities.

**Be a hero. Always say, I have no fear. Tell this to everyone  
- Have no fear. — Swami Vivekananda.**

**PREVIOUS YEAR QUESTIONS****UNIT-3**

1. What is the role of emotion in interpersonal communication? (dec/jan, suppl, 17E 2018-19)
2. How to influence motivation to the interpersonal communication ?(dec/jan, suppl 17E 2018-19)
3. What is johari window? What is its future? (Dec/jan, 2018-19, suppl 14E)
4. Explain the communication styles? (June/July, 2018, 17E)
5. Write about communication models and communication styles? (June/July, suppl 14E)
6. What do mean by interpersonal perception? Explain how internal perception influence interpersonal communication? (June/July, suppl, 14E)
7. Explain the following (dec/jan, 2017/18, suppl,)
  - a. communication models
  - b. communication styles
  - c. johari window
8. Describe the communication styles and their implications (dec/jan, 2016/17, 14E)
9. Write a note on johari window? (dec/jan, 2015-16, reg, 14E)
- 10.Enumerate the motivation theories to influence interpersonal communication?( dec/jan 2015-16 reg 14 E)
11. Give the role of emotion in interpersonal communication? (may 2016 suppl 14E)

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## UNIT-4

# BARRIERS OF COMMUNICATION

### 1. INTRODUCTION

- + Any parameter that limits the purpose or channel of communication between the transmitter and the receiver is a barrier to communication.
- + Communication barriers are the negative forces that may affect the effectiveness of communication.
- + Communication is not always successful; certain barriers in communication affect the clarity, accuracy and effectiveness of the message.
- + There may be some fault in the communication system which may prevent the message from reaching.
- + The message may not reach the receiver some problems may arise in its encoding and decoding (or) communicating channel may be wrong or defective.
- + There may be noise in the channel or there may be several personal reasons.
- + Miscommunication can originate three levels at the level of transmitter, of the medium or of the receiver.
- + Anything that obstructs free flow of communication is called “noise” or barrier to communication.
- + Each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication.
- + It can be either sender oriented or receiver oriented.
- + When the messages are not understood in its true intent it leads to misunderstanding or disagreements.
- + It is something that breaks the communication cycle, consequently, stopping.
- + Problems with any one of the components of the communication can become a barrier
- + Barriers obstructs in a work place that prevent effective exchange of ideas or thoughts.

- ✚ A communication barrier may limit or reduce the ease at which we communicate and hence the name barrier.
- ✚ Although the barriers to effective communication may be different for different situations, the following are some of the main barriers:

## 1.1 TYPES OF BARRIERS TO COMMUNICATION

1. Semantic Barriers
2. Organizational Barriers
3. Psycho-Sociological (or) Individual Barriers
4. Cross-Cultural (or) Geographic Barriers
5. Physical (or) Channel and Media Barriers
6. Interpersonal Barriers (Superior-Subordinate)
7. Technological Barriers
8. Linguistic Barriers
9. Psychological Barriers
10. Emotional Barriers
11. Attitude Barriers
12. Perception Barriers
13. Socio-Religious Barriers

### 1. SEMANTIC BARRIERS

- ✚ The obstructions that come in the process of encoding or decoding the message are known as semantic barriers.
- ✚ Different people assign different meanings to one specific message.
- ✚ There are various disruptions in understanding the meaning of words and information exchange in the communication process.
- ✚ Various types of semantic gaps found in day-to-day use of people like.

#### A. WORDS HAVING SIMILAR PRONOUNCITATION BUT MULTIPLE MEANING/HOMOPHONES

- ✓ Some times in our communication/conversation we use several words which have the same pronunciation but have several meanings.
- ✓ The context of words and symbols used is known the receiver may misinterpret them because of his preconceived ideas.

- ✓ The words may be **homophones (similar pronunciation but different meaning)** and there may arise difficulty in getting to the right meaning of the message.

- ✓ **Example:** sight, site, cite

### **B. BADLY EXPRESSED MESSAGE**

- ✓ Lack of clarity and precision create a badly expressed message.
- ✓ Lack of coherence awkward sentence structure and **JARGONS** (idioms) are common faults which lead to creation of such messages.

### **C. WRONG INTERPRETATION**

- ✓ Whenever one interprets a symbol one's own understanding may be different from that of others.
- ✓ As interferences can give a wrong signal, more information may be sought to clarify doubts.

### **D. TECHNICAL LANGUAGE**

- ✓ When technical language is used in the communication process. It creates barriers in understanding the message in the same sense and script.
- ✓ When technical Jargon is used in the communication process, it creates confusion and misunderstanding between the sender and receiver.
- ✓ **Example:** mouse is only an animal where as in computer Jargon it is a device.

## **2. ORGANISATIONAL BARRIERS**

- ✚ The barriers which **are related to the functioning of the organization** are known as the organizational barriers.
- ✚ It may arise because of centralization or decentralization in an organization.
- ✚ It may originate in contradictory management policies, too many levels of management or the clash between line and staff operations.

Following are the organizational barriers in communication.

### **A. ORGANISATION CULTURE AND CLIMATE**

- ✓ In every organization there exists a unique culture and climate.
- ✓ The climate and culture of an organization ultimately influences the freedom, trust and interaction pattern among its people.
- ✓ It takes time to adopt themselves to organization culture and climate.

**B. ORGANISATIONAL RULES AND REGULATIONS**

- ✓ The rules and regulations of the organization vary.
- ✓ Some may be so rigid that they influence the flow of information in a wrong direction.
- ✓ Sometimes it happens that important messages are omitted or manipulated, it give chances like delay of messages and discouragement of employee in conveying their creative and innovative ideas.

**C. STATUS RELATIONSHIPS**

- ✓ Superior-subordinate relationship also blocks the flow of communication particularly in upward direction.

**D. LACK OF CO-OPERATIVE BETWEEN SUPERIOR AND SUBORDINATE**

- ✓ There may not be proper co-operation between superior and subordinate for various personal or organizational reasons which may lead to improper communication.

**3. INDIVIDUALS OR PSYCHO-SOCIOLOGICAL BARRIERS**

- ✚ These are the major bottlenecks in interpersonal communication; people have different styles of communication.
- ✚ The meaning assigned to a message depends upon the emotional or psychological status of both the parties involved in the process of communication.
- ✚ They have personal feelings, fears, desires, views and opinions, attitudes likes, dislikes etc.

**A. STYLE**

- ✓ The manner in which a person communicates involves many elements.
- ✓ The level of drama greatly affects a situation.
- ✓ People do not react to highly dramatic situational as they do to subdued ones.
- ✓ The choices of brevity as opposed to full detain in presentation style can be reflected through the use of direct approach rather than an indirect one.

**B. POOR ATTENTION AND RETENTION**

- ✓ About half of the information if not properly retained is lost.

- ✓ It is also said that about 30% of the information is lost in each oral transmission. Human memory not always retains what is told.
- ✓ Due to this, communication is break down and necessitates the repetition of the message using several channels.

### C. STATE OF HEALTH

- ✓ Physical condition can affect the efficiency in all communication skills.
- ✓ In case of poor health condition, the communicating ability is reduced, the mind is not alert and perception is low.

### D. UNDUE IMPORTANT OF WRITTEN WORDS

- ✓ It is given that the written words may lead to loss of information; successive information is not accurate and right.
- ✓ Written communication often tells what is to be done but not why it should be done it takes a persuasive quality.

## 4. CROSS-CULTURAL/GEOGRAPHIC BARRIERS

- ✚ As the world is getting more and more globalized, any large office may have people from several parts of the world.
- ✚ Different cultures have a different meaning for several basic values of society.
- ✚ Dressing, Religions or lack of them, food, drinks, pets, and the general behavior will change drastically from one culture to another.
- ✚ Hence it is a must that we must take these different cultures into account while communication.
- ✚ In many multinational companies, special courses are offered at the orientation stages that let people know about other cultures and how to be courteous and tolerant of others.
  
- ✚ Cultural difference often cause communication problems
- ✚ The some category of words, actions, symbols, colors means different things to people of different countries/cultural backgrounds.
- ✚ It is shared set of values and attributes of a group.
- ✚ Cultural is important part of an individual's manner of talking behaving and thinking, that communication style and competences are influenced by it.
- ✚ There may be on account of difference in language, time etc.
  - a. National character

- b. Social relationships
- c. Language
- d. Values and harms of behavior
- e. Concept of time

Examples of words, symbols and colors have different meaning in different cultures.

## 5. PHYSICAL/CHANNEL AND MEDIA BARRIERS

- + It includes barriers of distance, defects of medium, environment, noise etc.
- + Constant telephone interruptions are one of the commonest forms of physical distractions.
- + These obstructs prevent could a message from reaching the intended recipient in the manner it was intended.
- + Physical distractions cause a lot of noise often literally poor lighting or frequent movement of bodies twisting and twirling a pen in the hand.

### i. NOISE

- ✓ It is any disturbance which occurs in the transmission process.
- ✓ In factories oral communication is rendered difficult by the loud noise of machines
- ✓ Any disturbance that reduces the clarity and effectiveness of communication is called noise.
- ✓ In face-to-face conversation without a microphone the air may be disturbed by noise in the environment such as traffic, factory work, people talking etc.

### ii. ENVIRONMENT

- ✓ Disturbance may also arise from external Transreceiver's, number of links in the chain.

#### a. EXTERNAL TRANSRECEIVERS

- People often delegate to others tasks like drawing, type writing, listening etc. for one is still responsible for controlling such external process.
- Reliable people and equipment should be selected to accomplish communication related tasks.

**b. TIME AND DISTANCE**

- It also acts as barriers to the smooth flow of communication. The use of telephone along with technology has made communication very fast to a large extent overcome the barriers.
- But in sometimes, mechanical breakdowns can occur, in that situations the above facilitates become ineffective.
- In this the distance between the transmitter and the receiver becomes a mighty barrier.
- Some factories run in shifts. There is a kind of communication gap between persons working in different shifts.

**6. INTERPERSONAL BARRIERS (SUPERIOR-SUBORDINATE)**

- + Effectiveness of communication depends a lot upon the interpersonal relationship between two people
- + If the sender and receiver are at the same status of economic and education and good rapport there is less chance of encountering any barrier in communication.
- + But in different levels there is a high chance of miscommunication especially in case of superior and subordinates.
- + The subordinating must follow the order of the superior, related to work and provide full information related to any issue which arises in the organization

**A. BARRIERS EMANATING FROM SUPERIOR (WITH RESPECT TO SUPERIOR)****1. LACK OF TRUST:**

- The supervisors may not trust their sub-ordinates because of a variety of reasons, which can act as a hurdle in the free flow of communication.

**2. FEAR OF LOSING POWER OF CONTROL:**

- The supervisor may have a fear of losing power of control, if he freely expresses his ideas and view with his subordinates.
- Based on this he may hide certain information from the employees which ultimately affects the communication process.

**3. INFORMATION OVERLOAD:**

- Due to extra information provided to employees they may miss certain important information which can act as a barrier in communication.

**4. SHORTAGE OF TIME FOR EMPLOYEES:**

- The superior may not give enough time for his employees due to their busy schedule.
- By this a gap is created between the superior and subordinates and also it acts as a hurdle in the communication process.

**B. BARRIERS EMANATING FROM SUBORDINATES****1. LACK OF CO-OPERATION:**

- Lack of co-operating and mutual understanding also leads to hiding of certain information between the superior and subordinates in the organization.

**2. LACK OF TRUST:**

- There may be lack of trust and coordination between the superior and subordinate, which may lead to ineffective communication.

**3. POOR RELATIONSHIP BETWEEN SUPERIOR AND SUBORDINATES**

- A good relationship must develop between superiors and subordinates frequently and freely.
- They must interact to improve the upward and downward communication system.
- What the superior speaks, the subordinate may not understand it leads to communication gap.
- The superior must listen to the subordinates' problems, suggestions and have faith in them.

**7. TECHNOLOGICAL BARRIERS**

- ✚ It arises due to technological advancements in the field of communication.
- ✚ The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments.
- ✚ Hence sometimes the technological advance may become a barrier.
- ✚ In addition to this, the cost of technology is sometimes very high.
- ✚ Most of the organizations will not be able to afford a decent tech for the purpose of communication.
- ✚ Hence, this becomes a very crucial barrier.
- ✚ The media advancements on account of technological process increase barriers.

- ✚ Technology can either facilitate communication or act as a barrier, sometime it can do both at the same time.
- ✚ The ideas and message have to reach from the transmitter to receiver in the same sense. If it does not happen it is an account of barriers in communication.
- ✚ Technology improved communication process in various ways, but in spite of this technology can also act as a barrier in communication.
- ✚ Technology based communication like phone usage, text message and emails remove aspects of the face-to-face interaction found in natural human communication.

**a. LACK OF TECHNOLOGICAL KNOWLEDGE:**

- If the sender and receiver lacks technical knowledge on the subject or it is unlikely the message will be correctly received.

**b. TECHNICAL NOISE:**

- It explains to inherent barriers in the device itself of channel for instance interference on a mobile phone, a faulty LCD projector etc.

**c. BARRIERS AT DECODING STAGE:**

- It includes lack of listening ability, stereo typical bias etc.

**d. USE OF TECHNOLOGY WHICH IS NOT UPDATED**

- Use of technology that can hinder or delay messages.
- Selection of technology and clear thought before sending message out across the organization.
- Difference in the technology used by sender and receiver is also a technological barrier.

## **8. LINGUISTIC BARRIERS**

- ✚ The language barrier is one of the main barriers that limit effective communication.
- ✚ Language is the most commonly employed tool of communication.
- ✚ The fact that each major region has its own language is one of the Barriers to effective communication.
- ✚ As per some estimates, the dialogues of every two regions changes within a few kilometers.
- ✚ Even in the same workplace, different employees will have different linguistic skills.

- ✚ As a result, the communication channels that span across the organization would be affected by this.
- ✚ Thus keeping this barrier in mind, different considerations have to be made for different employees.
- ✚ Some of them are very proficient in a certain language and others will be ok with these languages.

## 9. PSYCHOLOGICAL BARRIERS

### Psychological Barriers

Emotional states which are brought to the communication or result from it can come between what is being said and effective listening and understanding, for example :



1. Anger



2. Own anxiety



3. Frustration, inability to put across ideas



4. Status difference



5. Prejudice

- ✚ There are various mental and psychological issues that may be barriers to effective communication.
- ✚ Certain disorders or diseases or other limitations could also prevent an effective communication between the various channels of an organization.
- ✚ The shrillness of voice, dyslexia, etc are some examples of physiological barriers to effective communication.
- ✚ Some people have stage fear, speech disorders, phobia, depression etc.
- ✚ All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

## 10. EMOTIONAL BARRIERS

- ✚ The emotional IQ of a person determines the ease and comfort with which they can communicate.
- ✚ A person who is emotionally mature will be able to communicate effectively.

- ✦ On the other hand, people who let their emotions take over will face certain difficulties.
- ✦ A perfect mixture of emotions and facts is necessary for an effective communication.
- ✦ Emotions like anger, frustration, humor, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.



### 11. ATTITUDE BARRIERS

- ✦ Certain people like to be left alone.
- ✦ They are the introverts or just people who are not very social. Others like to be social or sometimes extra clingy!
- ✦ Both these cases could become a barrier to communication.
- ✦ Some people have attitude issues, like huge ego and inconsiderate behaviors.
- ✦ These employees can cause severe strains in the communication channels that they are present in.
- ✦ Certain personality traits like shyness, anger, social anxiety may be removable through courses and proper training.
- ✦ However, problems like egocentric behavior and selfishness may not be correctable.

### 12. PERCEPTION BARRIERS

- ✦ Different people perceive the same things differently.
- ✦ This is a fact which we must consider during the communication process.
- ✦ Knowledge of the perception levels of the audience is crucial to effective communication.
- ✦ All the messages must be easy and clear.
- ✦ There shouldn't be any room for a diversified interpretational set.

### 13.SOCIO-RELIGIOUS BARRIERS

- ✚ Other barriers are socio-religious barriers. In a patriarchal society, a woman or a transgender may face many difficulties and barriers while communicating.

## 2. OVERCOMING THE BARRIERS IN COMMUNICATION



### 2.1 INTRODUCTION:

- ❖ Communication can be effective and efficient through constant effort which is required to overcome barriers in the process of communication.
- ❖ To overcome barriers, the **sender should be aware**, as to whom, why, where and what message is to be transmitted and the way of transmission.
- ❖ The **receiver should listen** to the message attentively.
- ❖ One way of reducing the effects of the barriers, is to **check continuously** during the communication process what the message really is.
- ❖ Sender should be decide what to communicate and be clear about the content.
- ❖ Sender use **simple language**, which the receiver will understand and which is ambiguous.
- ❖ The receiver should be fully attentive to sender
- ❖ Ask for clarification and repetition wherever necessary.
- ❖ Both should share opinions, feelings and perceptions generated by the message.

## 2.2 MEASURES TO OVERCOME BARRIERS IN COMMUNICATION



1. Fostering Good Relationship
2. Avoid Technical Language
3. Co-ordination between Superior and Sub-Ordinate
4. Division of Labor
5. Proper Communication Channels
6. Minimize Semantic Problems
7. Flat Organizational Structure
8. Purposeful and well focused Communication
9. Organization Policies
10. Right Feedback
11. Be aware of Language, Tone and Content of Message
12. Communicate Present as well as Future
13. Be a Good Listener

### 1. FOSTERING GOOD RELATIONSHIP:

- ✚ Strong relationships must be fostered between the employer and employee to avoid misunderstanding and accept both views to remove the barriers and facilitate proper communication in the organization.

### 2. AVOID TECHNICAL LANGUAGE

- ✚ The specialized language should be avoided
- ✚ Use the common language understood by the receiver and sender of the message.
- ✚ There should be least use of technical Jargon in the communicating process.

**3. CO-ORDINATION BETWEEN SUPERIOR AND SUBORDINATE**

- ✚ Superior thinks at a level which is different from that of the subordinate and vice versa it will affect the effectiveness of communication.
- ✚ So there should be good and proper co ordination and co-operation between the superior and sub-ordinate for effective communication.

**4. DIVISION OF LABOUR:**

- ✚ There should be proper division of labor between people in order to reduce information overload and prevent delay in information transfer.

**5. PROPER COMMUNICATION CHANNELS**

- ✚ If any individual wants immediate action result from the receiver there is no need to send a lengthy discussion report.
- ✚ In present through computer graphics information can be produced more quickly in this way also compare to another channels.
- ✚ By effect channel proper channel that the message reaches its destination in time to the right person and without any distortion filtering or omission.

**6. MINIMIZE SEMANTIC PROBLEMS**

- ✚ When people use Jargon or professional shorthand which they expect others to understand or use language which is outside the others vocabulary.
- ✚ For this we need to use easy language easy words which are easily understand by receivers.

**7. FLAT ORGANISATIONAL STRUCTURE**

- ✚ The organization should be clear cut and simple organization structures.
- ✚ Tall hierarchy structures should be removed and changed to flat structures to avoid excessive control of information.
- ✚ Proper design of organizational structures will reduce the status gap.

**8. PURPOSEFUL AND WELL FOCUSED COMMUNICATION:**

- ✚ Communication should be purposeful and directed to an individual.
- ✚ At the end of the communication the receiver should not left to feel that communication had been meaningful or useless.

**9. ORGANISATION POLICIES**

- ✚ The organization should formulate its policies that it give full advantage to all members of the organization.

- ✚ It should be flexible and easy to implement.
- ✚ There should be consistency when message are passed from a sender to receiver.

### **10. RIGHT FEEDBACK**

- ✚ One-way communication is quicker, two-way communication is more accurate.
- ✚ It helps both sender, receiver to measure their understanding and improves their joint commitment towards the task.
- ✚ To communicate effectively we need to overcome all barriers and also acquire skills to improve existing communication abilities.

### **11. BE AWARE OF LANGUAGE, TONE AND CONTENT OF MESSAGE**

- ✚ The language, tone and content of a message to be communicated are very important aspects of an effective communication.
- ✚ The language should be clear, simple and easily understandable.
- ✚ Similarly, the tone & content of the message should not provide any harm to the sentiments of listeners rather it should stimulate them to give response.

### **12. COMMUNICATE FOR PRESENT AS WELL AS FUTURE**

- ✚ In order to maintain consistency, the communication should aim at meeting both present as well as future requirements of an organization.

### **13. BE A GOOD LISTENER**

- ✚ It has been well established that listening attentively solves more than half the problems in any organization.
- ✚ Hence, to overcome all likely communication barriers a manager should try to be a good listener too.

## **3. TYPES OF LISTENING**

### **3.1 INTRODUCTION TO LISTENING**

- ❖ Listening is a process involving awareness, reception and perception.
- ❖ The most crucial part of communication is that of listening
- ❖ Workers fail to perform their duties effectively as they have not listened to their superior.
- ❖ Most of times bad listening creates more problems
- ❖ The more the listening the more will be the effectiveness of the organization.
- ❖ It is an essential skill in gathering information for running every business effectively.

- ❖ For organizational effectiveness, listening is also a determinant of individual efficiency and effectiveness.
- ❖ Employees are becoming increasingly aware that listening relates to almost all forms of business communication.
- ❖ Executives have to understand the importance of listening with respect to development of writing, reading and speaking skills.
- ❖ No oral communication can be effective without proper listening on the part of the receiver of the message.
- ❖ Listening is the accurate perception of what is being communicated.
- ❖ It is the art of separating fact from statement and accusation
- ❖ It involves the following four major operations like hearing, understanding, retaining and recalling
- ❖ Listening is a mental activity and hearing is a physical activity.
- ❖ In this we have to understand retain and recall also. It is a natural process.

### 3.2 DEFINITION

***Listening is the active process of receiving and responding to spoken (and sometimes unspoken) messages.***

- ✓ It is a process of receiving, interpreting and reacting to the messages received from the communication sender
- ✓ In day-to-day life most of us involved in listening effective communication depends on having special talent, patience in listening.
- ✓ Writing and speaking skills improve with practice.
- ✓ But listening will improve only by consciousness and concentration.
- ✓ Listening is possible through observation.

### 3.3 TYPES OF LISTENING

1. Discriminative Listening
2. Comprehensive Listening
3. Critical or Evaluative Listening
4. Active or Empathic Listening
5. Biased Listening
6. Evaluative Listening
7. Appreciative Listening
8. Sympathetic Listening
9. Empathetic Listening
10. Dialogic Listening
11. Relationship Listening

#### 1. DISCRIMINATIVE LISTENING

- ✚ Discriminative listening is the most basic type of listening, whereby the difference between different sounds is identified.
- ✚ If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.
- ✚ We learn to discriminate between sounds within our own language early, and later are unable to discriminate between the phonemes of other languages.
- ✚ This is one reason why a person from one country finds it difficult to speak another language perfectly, as they are unable to distinguish the subtle sounds that are required in that language.
- ✚ Listening is a visual as well as auditory act, as we communicate much through body language.
- ✚ We thus also need to be able to discriminate between muscle and skeletal movements that signify different meanings.

#### 2. COMPREHENSIVE LISTENING

- ✚ The next step beyond discriminating between different sound and sights is to make sense of them.
- ✚ In this type the focus is on understanding the message. The problem can come in the form of understanding.
- ✚ It is generally used practiced in the classroom when we must remember what we have heard in a lecture and rely upon it for future use.

- ✚ In this a person trying to understand a speakers message in totality to interpret the meaning as precisely as possible.
- ✚ To comprehend the meaning requires first having a lexicon of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.
- ✚ The same is true, of course, for the visual components of communication, and an understanding of body language helps us understand what the other person is really meaning.
- ✚ Comprehension listening is also known as *content listening*, *informative listening* and *full listening*.

### 3. CRITICAL/EVALUATIVE LISTENING

- ✚ In this we make judgment about what the other person saying ,we also judge what they say against our values, worthy or unworthy assessing them good or bad.
- ✚ It involves judging the clarity, accuracy and reliability of the evidence that is presented and alert to the effects of emotional appeals.

### 4. ACTIVE/EMPATHIC LISTENING

- ✚ It requires commitment and personal discipline.
- ✚ At the time consuming actually the listener will have to pay attention to the other person on three different levels through the **mind, emotions and body**.

#### PROCESS

Mind → words → understanding

Emotions → feelings → make contact

Body → actions → impact

- ✚ It entails supportive behaviors that tells the speaker “I understand please go on.”
- ✚ An active listener is alert to all cues and carefully observes the non-verbal behavior of the speaker to get the total picture.
- ✚ It involves responding to the emotional content as well, apart from the bare verbal message.
- ✚ When you listen carefully, encourage the speaker himself fully.

## 5. BIASED LISTENING

- ✚ Biased listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says based on the stereotypes and other biases that they have.
- ✚ Such biased listening is often very evaluative in nature.

## 6. EVALUATIVE LISTENING

- ✚ In evaluative listening, or *critical listening*, we make judgments about what the other person is saying. We seek to assess the truth of what is being said.
- ✚ We also judge what they say against our values, assessing them as good or bad, worthy or unworthy.
- ✚ Evaluative listening is particularly pertinent when the other person is trying to persuade us, perhaps to change our behavior and maybe even to change our beliefs.
- ✚ Within this, we also discriminate between subtleties of language and comprehend the inner meaning of what is said. Typically also we weigh up the pros and cons of an argument, determining whether it makes sense logically as well as whether it is helpful to us.
- ✚ **Evaluative listening is also called critical, judgmental or interpretive listening.**

## 7. APPRECIATIVE LISTENING

- ✚ In appreciative listening, we seek certain information which will appreciate, for example that which helps meet our needs and goals.
- ✚ We use appreciative listening when we are listening to good music, poetry or maybe even the stirring words of a great leader.

## 8. SYMPATHETIC LISTENING

- ✚ In sympathetic listening we care about the other person and show this concern in the way we pay close attention and express our sorrow for their ills and happiness at their joys.

## 9. EMPATHETIC LISTENING

- ✚ When we listen empathetically, we go beyond sympathy to seek a truer understand how others are feeling.
- ✚ This requires excellent discrimination and close attention to the variation of emotional signals. When we are being truly empathetic, we actually feel what they are feeling.

- ✚ In order to get others to expose these deep parts of themselves to us, we also need to demonstrate our empathy in our demeanor towards them, asking sensitively and in a way that encourages self-disclosure.

### 10. DIALOGIC LISTENING

- ✚ The word 'dialogue' stems from the Greek words 'dia', meaning 'through' and 'logos' meaning 'words'.
- ✚ Thus dialogic listening mean learning through conversation and an engaged interchange of ideas and information in which we actively seek to learn more about the person and how they think.
- ✚ Dialogic listening is sometimes known as 'relational listening'.

### 11. RELATIONSHIP LISTENING

- ✚ Sometimes the most important factor in listening is in order to develop or sustain a relationship.
- ✚ This is why lovers talk for hours and attend closely to what each other has to say when the same words from someone else would seem to be rather boring.
- ✚ Relationship listening is also important in areas such as negotiation and sales, where it is helpful if the other person likes you and trusts you.

### 3.4 TIPS/GUIDELINES FOR EFFECTIVE LISTENING

- The success of effective listening depends on the talk worth listening
- It is a fine art and everyone should develop effective listening skills.

1. Maintain Eye Contact
2. Show Interest
3. Ask Questions
4. Avoid Fake attention
5. Listening Habits
6. Be attentive ,but Relaxed
7. Try to feel what the speaker is feeling
8. Give the Speaker regular Feedback

#### 1. MAINTAIN EYE CONTACT

- When one of the audience does not look at the speaker i.e., he is not interested in listening

- A listener must maintain eye contact.
- It encourages the speaker.

**2. SHOW INTEREST**

- In this be sensitive to their cultural back ground while listening
- Some cultures find smiling offensive, some people talk with their hands, when or listening use similar cultural gestures and actions.

**3. ASK QUESTIONS**

- An effective listener always asks questions, clarifies doubts, seeks explanations and ensures understanding.
- It makes the speaker that he is really listening.

**4. AVOID FAKE ATTENTION**

- Many listeners mistake silence for listening they develop the habit of faking attention.
- They stead faulty fire their eyes on the speaker and try to project themselves as good listeners.
- They usually miss out many important points made by the speaker.

**5. LISTENING HABITS**

- One should be aware of listening habits, emotions often affect our listening ability.
- If the speaker says something to which we are opposed we become indifferent.

**6. BE ATTENTIVE, BUT RELAXED**

- Now that you've made eye contact, relax.
- You don't have to stare fixedly at the other person. You can look away now and then and carry on like a normal person.
- The important thing is to be attentive. The dictionary says that to "attend" another person means to:
  - ✓ be present
  - ✓ give attention
  - ✓ apply or direct yourself
  - ✓ pay attention
  - ✓ remain ready to serve

**7. TRY TO FEEL WHAT THE SPEAKER IS FEELING**

- If you feel sad when the person with whom you are talking expresses sadness, joyful when she expresses joy, fearful when she describes her fears—and convey those feelings through your facial expressions and words—then your effectiveness as a listener is assured.
- Empathy is the heart and soul of good listening.
- To experience empathy, you have to put yourself in the other person's place and allow yourself to feel what it is like to *be her* at that moment.
- This is not an easy thing to do.
- It takes energy and concentration.
- But it is a generous and helpful thing to do, and it facilitates communication like nothing else does.

**8. GIVE THE SPEAKER REGULAR FEEDBACK**

- Show that you understand where the speaker is coming from by reflecting the speaker's feelings.
- If the speaker's feelings are hidden or unclear, then occasionally paraphrase the content of the message. Or just nod and show your understanding through appropriate facial expressions and an occasional well-timed "hmmm" or "uh huh."
- The idea is to give the speaker some proof that you are listening, and that you are following her train of thought—not off indulging in your own fantasies while she talks to the other.

**3.5 SOME OTHER TIPS FOR EFFECTIVE LISTENING**

- a. Keep quiet while listening
- b. Communicate feedback to the speaker
- c. Control and minimize distractions
- d. Let the speaker finish whatever he has to say without interrupting him.
- e. Look for central theme and main ideas.
- f. Select a quiet and calm to listen.
- g. Listen to the total meaning of the message being communicated.
- h. Focus on what the speaker says rather than looks.

**3.6 DON'T OF LISTENING**

- Interrupt the speaker while speaking
- Thinking too much about a single point
- Showing lack of interest in the speech

- Try to outline every factual detail
- Hesitation to give oral or non verbal feedback
- Focusing on the dress and appearance of the speaker
- Distracting audio-visual noise.

**LIFE LOSES HALF ITS INTEREST IF THERE IS NO STRUGGLE-IF THERE ARE NO RISKS TO BE TAKEN. -*Subhash Chandra Bose***

## **PREVIOUS YEAR QUESTIONS**

### **UNIT 4**

1. Explain the type of listening in detail. (Dec/jan 2018/19 suppl 17 E)
2. What is barrier? Briefly explain the barriers to communications. (Dec/Jan 2018 17E suppl)
3. Outline the strategies to overcome barriers to communication. (Dec/Jan 2018/19 14E suppl)
4. What is listening? Explain the types of listening with their merits and demerits.(dec/jan 2018/19 14E suppl)
5. What is barrier? Explain the technological barriers. (June/July 2018 17E regular)
6. What are the types of barriers to communication? (June/July 2018 14E suppl)
7. Define listening list out some tips for effective listening (June/July 2018 14E, supply)
8. Explain the types of barriers to communication (dec/jan, 2017/18, suppl, 14E)
9. Write about how to overcome the barriers to communication (dec/jan 2017/18, suppl, 14E)
10. What are the reasons for poor listening? Suggest measures to overcome them. (June/july, 2017, 14E, suppl)
11. Identify the barriers of communication and the ways to overcome them (dec/jan, 2016/17, 14E reg/suppl)
12. Explain the types and tips of listening and suggest for collective listening (dec/jan, 2016/17, 14E, reg/suppl)
13. What are different tools and techniques to overcome communication barriers? (Dec/jan, 2015-16, 14E, reg & suppl)
14. Explain different types of listening? (Dec/jan, 2015/16, 14E, reg/suppl)
15. Enumerate various types of barriers (May, 2016, 14E, suppl)

**SYLLABUS****(17E00207) BUSINESS COMMUNICATION**

The objective of this Course is to understand the communication concepts and to develop the students' competence in communication at an advanced level. Assuming that the students are fairly proficient in the basic communication skills of listening, speaking, reading and writing in English the course aims to train them in communicating efficiently in the workplace and professional contexts.

**1. Concept of Communication** – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Formal, Informal Communication – Upward, Downward, Horizontal Communication.

**2. Types of communication: Verbal – Oral Communication:** Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations  
**Non verbal Communication:** Sign language – Body language – Kinesics – Proxemics – Time language and Haptics: Touch language.

**3. Interpersonal Communication:** Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Inter personal Communication.

**4. Barriers of Communication:** Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.

**5. Report writing** – Formal reports – Writing effective letters – Different types of business letters - Interview techniques – Communication etiquettes

**Text Books:**

- Business Communication, C.S.Rayudu, HPH.
- Business Communication, Meenakshi Raman, Oxford University Press.

**References:**

- Business communication, Shalini Varma, Vikas.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
- English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd.
- Business Communications, Hudson, Jaico Publications
- Business communication for managers, Penrose, Raspbery, Myers, Cengage
- The Skills of Communication, Bills Scot, Gower publishing company Limited, London.
- Effective Communication, Harward Business School, Harward Business Review
- Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

## UNIT-5

### REPORT WRITING

#### INTRODUCTION TO REPORT WRITING:

**A report is a presentation and summation of facts, figures and information either collected or derived.**

- + Report writing is the creation of a structured document that precisely describes, and examines an event or occurrence.
- + A report is a document that is **short, sharp and specially written for a particular audience and purpose.**
- + It is a logical and coherent structuring of information, ideas and concepts.
- + “A **business report** is an orderly, unbiased communication of factual information that serves some business purpose.”
- + Reports **provide feedback** to the manager on various aspects of organization.
- + As a neatly structured piece of work, the report, for greater ease in comprehensive, is segregated into various sections.
- + **Report writing is an art.** This skill is to be developed by constant efforts.
- + Every executive is supposed to submit reports to their superiors in scheduled time intervals. For that, he has to learn the skill of writing reports.
- + In case of investigations also, the report is submitted to take remedial actions.
- + The report of the surveys has to be prepared effectively.

#### FEATURES OF A REPORT

- 1) Has an abstract or summary that provides a brief synopsis of the contents.
- 2) Has a specific purpose and target audience.
- 3) Has clearly labeled sections and headings.
- 4) May contain data presented in, for example graphs or tables.
- 5) Often the text is broken up-bullet points, lists: is not always continuous prose.
- 6) Written concisely and to the point.
- 7) Written formally and objectively.

### COMMON PROBLEMS WITH REPORTS

When writing a report, there are various mistakes during the writing process that you should be careful not to make. A good report should be free of:

- 1) A weak or confusing structure of your work.
- 2) Use of inappropriate writing style.
- 3) Poor grammar and punctuation.
- 4) Incorrect or inadequate referencing.
- 5) Use of irrelevant information.
- 6) Unnecessary use of jargon.



### FIVE WAYS TO MAKE YOUR REPORT MORE EFFECTIVE

A simple arrangement should be followed to ensure you write an effective report. Below are five useful stages of report writing :

1. Read the brief or terms of reference carefully; maintaining the focus on the brief will help you keep the content of your report relevant throughout.
2. Plan; planning each section should be considered before you begin writing your work.
3. Relate your findings to the background research conducted which will help you place the results in a broader context.
4. Put yourself in the position of the reader by asking yourself if what you have written will make sense to someone else.
5. Edit and proofread your work thoroughly.

Whatever the type of report you are writing, it should be clearly structured and well written. An organized report saves your audience time as they can navigate through it with ease.

## SIGNIFICANCE

- ✚ The report is the ultimate output of investigation efforts.
- ✚ The report format varies depending upon its purpose and target audience.
- ✚ The presentation of research reports to ultimate users is the art of communication.
- ✚ **Report writing makes the complex thing , simple**
- ✚ Suggestions given in the report forms the action plan
- ✚ New areas for investigation may also be identified through reports.

## 1. FORMAL REPORTS

### WHAT IS A FORMAL REPORT?

**A formal report is a document that discusses a certain subject or a problem and is written for a specific audience.** Such works have a special format, which varies in different organizations and facilities. There is no wonder numerous people have hard times understanding how to write a formal report as the structure of the paper is very complicated:

- 1) **Cover letter** - is sent to a person who will read the work in order to call this person for a certain action.
- 2) **Title page** - shows the subject of a paper, date of submission, the name of the company and a few details about the writer.
- 3) **Table of contents** - lists the headings and subheadings of the work.
- 4) **Abstract page** - briefly states the purpose of writing, the problem or a study, findings and their importance.
- 5) **Introduction** - provides the background information on a situation and reasons why the project is necessary.
- 6) **Discussion** - fully describes the project or an issue, presents the results and their analysis.
- 7) **Conclusion** - examines the results and outcomes.
- 8) **Recommendations** - advises on the usage of a report and further actions that have to be taken.
- 9) **Glossary** - explains the mentioned terms.
- 10) **References** - lists the works cited in the paper
- 11) **Appendix** - includes additional materials.

In cases when a report is addressed to someone in the company, it is not necessary to write a cover letter. However, the receiver needs to be notified with a memo, which is quite different from the letter. Additional materials in

appendices are usually explanations or important information, which was not included in the paper for some reason, but plays a great role in the project. Such materials may contain illustrations, graphics, blanks, or even schemes when it comes to technical reporting.

### 1.1 COMPONENTS OF FORMAL REPORTS

The following components are found in most formal reports. They can be omitted or included as required:

#### 1. Front Matter:

- a) Letter to introduce the report to the person who requested it and/or to whom the report is being sent.
- b) Brief summary of the entire report.
- c) Title Page
- d) Table of contents
- e) List of figures
- f) List of tables

#### 2. Body

- a) Introduction: The purpose, problem statement, background information, research methods, limitations and preview of the report.
- b) Discussion: Data, findings and results
- c) Conclusion: Summary of purpose, problem statement, relevant background, research methods and find recommendations to the reader on the best course of action.

#### 3. Back Matter:

- a) Appendix or appendices
- b) Bibliography or references
- c) Glossary

- ✚ A formal report provides information and presents recommendations based on that information.
- ✚ Examples include feasibility studies position, papers research reports and problem solving reports.
- ✚ Each type of report has its own specific requirements for effective preparation but general guidelines can be applied to all formal reports and we offer an overview here.

## 2. WRITING EFFECTIVE LETTERS

**2.1 LETTER WRITING:** Letters are the most ancient and the most important of all mass communication media.

- + Letters enable to sell products, to put out ideas, win goodwill, and to incite action of various kinds.
- + Envelops – letters permit enclosures like cheques, D.D (Demand Draft), memos, receipts, returns and others.
- + Letters are used for both internal and external communication.
- + Letters enable one person to reach another and thus ensure **two way communications**.
- + Writing letters is an art.
- + It represents a written message sent by post, sometimes, including an envelope, a postcard, and an inland letter.
- + A **letter head** is a printed heading on a paper used for identity or publicity etc.,
- + Outstation, and sometimes local, letters are put in a letter box.
- + A letter speaks to a wider cross-section like retailers, wholesaler's editors, dealers, auditors, consultants, employees, student, foreigners etc.,
- + The **quality** of letters written promotes the image of the companies.
- + Wider practical writing for different situations result in perfection and quality in letter writing.
- + It is easy to write a letter, which is nothing but to put ideas in black and white but to write an impressive and quality letter is difficult.

## 2.2 WRITING EFFECTIVE LETTERS

The essential of good letter writing is to put ideas in a clear-cut manner, conveying the message in such a way as understandable by the recipient. Though the principles of writing a letter are uniform there is a lot of difference between business personal and official correspondence.

- A good letter must have at least six parts like the

1. **Letter head**
2. **Inside address**
3. **Salutation body**
4. **Complimentary close**
5. **Signature**
6. **Signature identification**

According to WREN & MARTIN, “the art of letter writing is no mere ornamental accomplishment, but something that every educated person must acquire for practical reasons.”

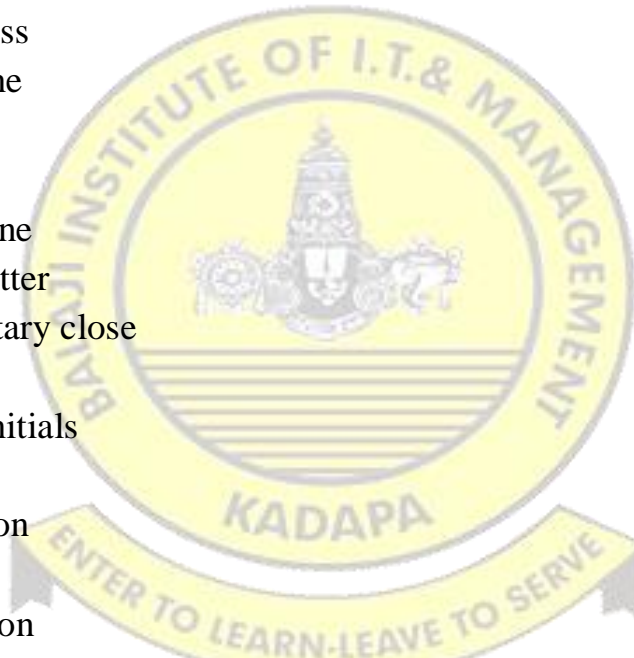
**OR**

According to **JAMES HOWELL** “the letters are the soul of trade.”

### **2.3 PARTS/COMPONENTS OF A LETTER**

The components or parts of a letter in a usual order of appearance in a message are given below.

1. Head address
2. Date line
3. Reference
4. Inside address
5. Attention line
6. Salutation
7. Subject line
8. Reference line
9. Body of a letter
10. Complimentary close
11. Signature
12. Reference initials
13. Enclosures
14. Copy notation
15. Postscript
16. Superscription



#### **1. HEAD ADDRESS/LETTER HEAD/ HEADING**

- Usually, a printed letter head is used by individuals or business firms and hence it is called a “letter head.”
- This indicates the particulars of sender’s name, full address, including pin code, STD, emblem, telephone numbers, fax, telex, branch location etc.
- The address is usually printed at the top centre.
- It is now a day’s fashion to print at the right hand side or top left hand side.

#### **2. DATE LINE/DATE/MESSAGE:**

- Generally the date is written at the right hand corner of a letter sheet placed. Two-to-five spaces below the address.
- Several methods of writing the date line.

10-12-1996

10<sup>th</sup> December, 1996

December 10, 1996

But in modern practice, the style of using letters like st,nd and th are avoided.

### 3. REFERENCE:

- Reference may be written in one line or two lines.
- It is generally located in the same line as the date line below the head address at left hand corner.
- It is usually written as,  
Your reference  
Our reference  
Reference number  
Place quote in reply ..... (Reference number)

### 4. INSIDE ADDRESS

- Inside address contains the name, address of the recipient of a letter.
- it is nothing but the address of the addresses
- It is written to give the receivers name, job, department, designation, address, code etc.

### 5. ATTENTION LINE

- Attention line is a special part of letter which is used when the letter is intended to receive the attention of a particular individual
- It runs for the attention of Mr. N.D. Santhosh or Attention of .....
- Attention line is placed between the inside address and salutation part. Sometimes, it is underlined or kept in quotation marks.

### 6. SALUTATION

- Salutation line is a written and placed between the inside address.
- It side implies courtesy, politeness or affection
- Salutation is to be used whether the receiver is an individual, firm company, co-operative society or may other institutions.
- At the end of the word “salutation”, punctuations like comma, or colon is used.

### EXAMPLES,

Sir,

Dear Sir,

Dear Mr. Santhosh,

Dear gentlemen,

Dear Madam,

Madam,  
Mr. A.N. Santhosh,

### 7. SUBJECT LINE/SUB

- Below the salutation line is written the subject line placed at the centre of the letter sheet.
- It indicates the message theme, core-thought of the subject.

#### EXAMPLE,

Dear Sir,
Subject: Remittance of advance
Body of letter.....
Yours faithfully,

### 8. REFERENCE LINE/Ref/re

- Like the subject line the reference line is placed below the subject line.
- It is written to indicate any previous reference to the subject of the letter.
- The reference line identifies the purpose, earlier communication, to sort out easily, inward letters, file tracing etc.

#### EXAMPLE,

Dear Sirs
Sub: remittance of advance
Ref: your letter no. 756/A-2 dated 10-12-1996.
Body of the letter .....
Yours faithfully,

### 9. BODY OF A LETTER

- It is located between the salutation line and the complimentary close.
- It consists of main text, substance or essence of a letter.
- The subject body of a letter is usually divided into three parts.

1. Opening / introductory paragraph
2. Main part / important message
3. Closing paragraph, deals with conclusions

- The **opening paragraph** usually deals with reference to earlier correspondence.
- **Second part** is the nucleus or main part of a letter or message proper.
- **Closing paragraph** is sort of formatting concludes the message in summary.

#### 10. COMPLIMENTARY CLOSE:

- It indicates a polite way of concluding or closing a letter.
- This special part is compulsorily to be used.
- The commonly used complimentary closing expressions are as follows.

Yours faithfully

Yours sincerely

Truly yours

Yours very truly

Cordially

Yours respectfully

Yours coolly etc.,

#### 11. SIGNATURE:

- Signature line written below the complimentary close signifies giving consent to contents or message of the letter.
- The signature should be written in hand by the written of a letter.
- The signature should be followed by the name of the signature in block letters.
- Writing full name of the signatory in block letters after signature facilities knowing the name of the signatory because sometimes the signature may be illegible.

#### EXAMPLE,

1. Yours faithfully  
Soni and Co  
C.S.Santhosh
2. Yours faithfully  
P.P Soni & Co  
C.S. Santhosh
3. Yours faithfully  
P.P soni & Co  
C.S. Santhosh  
Financial manager

**12. REFERENCE INITIALS**

- This line indicates giving the initial letters of the typist's.

**13. ENCLOSURES:**

This special part indicates any other relevant matter in support of the message of a letter which accompanies the letter.

- All additional papers, documents, tables, charts etc, enclosed to the letter are listed consecutively under this part.
- Enclosure part is located below the signature at right side of a letter sheet.

**EXAMPLE,****ENCLOSURES**

Price list

Order form

Application form

DD

Catalogue

Vouchers

**14. COPY NOTATION:**

- This line is written at the left hand corner of a letter sheet below the word enclosure.
- It includes the same message copies sent to the various persons.
- It is mentioned against carbon copy
- The counterpart notation for “photographic copies” is written against “P.C” means “photocopy”
- for instance:  
CC A.N. SAXENA  
PC A.N. SAXENA

**15. POST SCRIPT OR PS (Written afterwards)**

- Additional information typed or written after the letter is fully completed is called “postscript.”
- Postscript is written in the case of unplanned and unprepared with hurry and carelessness.
- It is not the main message but forgotten or after thought message included after completing the letter.

For instance;

- a. Do not neglect, issue closes on 15th December, 2018.
- b. Shipment held up, cheque enclosed for 20,000/-

**16. SUPERSSCRIPTION:**

It is writing the address on an envelope. It is written outside or above, which is the same as the inside address.

**2.4 ESSENTIALS OF GOOD LETTER WRITING**

The following essentials should be observed for effective letter writing

1. Stationary
2. Letter head
3. Typing
4. Neatness
5. Appealing
6. Creating interest
7. Give genuine advice
8. Courteous
9. Paragraphs
10. Appearance and layout
11. Folding
12. Envelope

**1. STATIONARY:**

- Paper, envelopes, pen and other articles are the important requirements for writing a letter worthy to be considered.
- Letter format sheets measuring the various sizes may be used occasionally for special purposes.
- Though there are several colors of papers like light yellow, pale blue, green, pink but using of **white bond paper** is the most popular for business.

**2. LETTER HEAD (PRINTED HEADING):**

- A printed heading on a letter sheet. They show the name, address telephone numbers of the sender.
- It may also contain firm's identifying emblem, symbol, logotype, slogan, motto, code, telex, fax, branch address etc.

**3. TYPING:** Hand-written letters are not legible and not attractive. Many of the hand writings are not readable because of a scribble or a scrawl.

- Typing letter is a fashion of the day, it gives good look and appearance, and makes reading easy.

**4. NEATNESS:**

- The customers judge the firm's attitude by the way it writes letters.
- Neatness of a letter is the first and foremost important step towards winning the esteem of company's customers.

**5. APPEAL:** The convincing appealing and attractiveness in a letter would create a desire that makes customers to place orders.

**6. CREATING INTEREST:**

- It is desirable quality to show interest, the customer buys your full attention when he buys a ticket or service.
- The appeal should indicate that you are clearly interested in his problem.
- The undecided buyer is likely to buy more, provided the body of the letter showed interest in his problems.

**7. GIVE GENUINE ADVICE:** The psychology is that the customer turns to you for help, if you give him sound advice you win a friend for your service, may even change a prospect into a customer.

**8. COURTEOUS: (Polite, respectful)**

- It involves genuine awareness of customer's needs, purposes, attention span and time.
- Our customer expects courteous and friendly treatment.
- "Our business goes where it is well received and remains where it is well treated."
- Therefore, the best way for developing courtesy in correspondence is by empathy and friendliness.

**9. PARAGRAPHS:**

- Usually, the letter is divided into three parts, namely introductory part, body part and conclusion part.
- Generally, each paragraph may contain three to five lines and each letter may have three to five paragraphs.

**10. APPEARANCE AND LAYOUT:**

- All parts of a letter should be arranged systematically.
- Date line, salutation, complimentary close should be placed at their respective places.
- Unrolled white bond paper gives good appearance.
- It creates a visual impression before it is read.

**11. FOLDING:**

- Letter sheet should be folded in such a way to insert into an envelope.

- In the case of a window envelope, the letter sheet is to be folded in such a way that the inside address can be seen through the window of the envelope.

## 12. ENVELOPE:

- It is a thin flat, wrapper or cover for inserting a letter.
- It surrounds a letter completely to achieve secrecy and security.

## 3. DIFFERENT TYPES OF BUSINESS LETTERS

Business letters can be written between to an employer of the same company, by an employer to his employee, can be written to the suppliers or other business partners and of course to the customers. There are different types of business letters:

### I. BUSINESS-TO-BUSINESS LETTERS:

1. Letter of Appreciation
2. Letter of Acknowledgement
3. Cover Letter
4. Letter of Reference
5. Inquiry Letter
6. Letter of Termination
7. Letter to Place Order etc.

### II. BUSINESS-TO-CUSTOMER/CUSTOMER-TO-BUSINESS LETTERS:

1. Letter of Apology
2. Letter to Inform about Circular
3. Letter of Complaint
4. Letter for Payment Collection
5. Letter before Signing a Contract
6. Follow-up Letter
7. Appointment Letter
8. Sales Letter
9. Welcome Letter
10. Goodwill Letter

Now let us understand what the most common business letters mean and when to write them.

1. **ACKNOWLEDGMENT LETTERS:** This type of letters is otherwise known as Letter of Receipt and do not mean anything more than just a **confirmation**. They are usually written for and are a sign of legal

evidence, and do not necessarily mean that the action in question has been started, but the recipient has “acknowledged” that they have an understanding of the situation.

2. **APOLOGY LETTERS:** Letters of apology are written to simply say **sorry** for what has happened in the past, what measures are being taken to solve that issue or what the writer plans on about the inconvenience occurred. Substantially, these letters say something negative, but with a positive tone. Here the writer accepts their responsibility and shows sincerity about the problem so that the recipient doesn't feel demoralized or ignored.
3. **APPRECIATION LETTERS:** These letters are written by someone of the top management to the lower level **to motivate** or to express gratefulness. These are also called Thank-You Letters or Letter of Thanks.
4. **CIRCULAR LETTERS:** This letter is sent to a small group but has the intention **to grab the attention** of larger groups. They are an important form of advertisement and promotion. They usually inform about new improvements in a company, about new facilities, or to show if any product or service is on sale.
5. **COMPLAINT LETTERS:** These letters are seen as actual problems and are addressed immediately to rectify the mistakes. These shouldn't sound like the writer is nagging, but also shouldn't lose its importance and professionalism if the writer wants to be taken seriously.
6. **COVER LETTERS:** Cover letters usually accompany something more. They are used to describe what comes with them, why, what should be done with it and so on. These types of letters are generally very short. It might be attached with a resume explaining the applicant's credentials and how it relates to the vacancy in the company.
7. **FOLLOW-UP LETTERS:** Follow-up letters are usually sent after some an initial communication has been made with the writer. This could be the thanking letter for an order requested by a customer, a review of the decisions taken in a meeting or an applicant inquiring about the status of his application.
8. **INQUIRY LETTER:** This type of letters asks direct and detailed questions usually bullet-listed to derive/request information from the recipient. So, they are brief but powerful. They should be answered with accuracy.

9. **ORDER LETTERS:** A business can write to another business requesting for an order or placing routine or modified buy. An individual can also request a firm and place an order. The model number, name, amount, size, date, location and other specifications are cleared out in the utmost detail in this letter.
10. **PAYMENT LETTERS:** These are collection letters or letters requesting for payment. These act as a reminder to the customer whose payment date is approaching or is due.
11. **RECOMMENDATION LETTERS:** This is one of the requirements of the employer who ask for such kind of letters before hiring an employee. They contain the relationship between the applicant and the person whose recommendation is given.
12. **RESIGNATION LETTERS:** This letter is written when an employer plans to leave his job, explaining why and when the employee is leaving. It is usually given to the immediate senior of a worker.
13. **SALES LETTERS:** These letters start with an interesting topic sentence to attract potential customers. These include the benefit that the customer will have from the sale, and often induce direct action by including a mode of communication with the seller, like a telephone number, email address or website link.

So, now that you know what business letters are and what each of them means, you have a good understanding when to write which. Use this knowledge in the future and combine it with your writing talent to get the most out of your business.

#### **4. INTERVIEW TECHNIQUES**

When you're interviewing for a job, the little things can make a big difference. Even a small mistake can cost you a job offer. Take the time to prepare so you can make the best possible impression at every job interview you go on.

These interview techniques cover all the basics you need to know polish up your interview technique and ace a job interview. From checking out the company to sending an interview thank you note, make your meeting with the hiring manager a success from beginning to end.

**1. IMPROVE YOUR INTERVIEW TECHNIQUE**

A job interview gives you a chance to shine. What you say and do will either move you to the next round of consideration for employment or knock you out of contention. Here's how to improve your interview technique and wow the interviewer.

**2. DRESS FOR INTERVIEW SUCCESS**

The first impression you make on a potential employer can make a big difference in the outcome of your job interview. The first judgment an interviewer makes is going to be based on how you look and what you are wearing. That's why it's always important to dress appropriately for a job interview. What's appropriate varies by employer, so you'll need to pick out an outfit that's a fit for where you want to get hired.

**3. BRUSH UP YOUR INTERVIEW SKILLS**

During a job interview, your ability to interact with the interviewer and articulate your thoughts are just as important factors in getting the job as the qualifications listed on your resume. Take some time before the interview to ensure your interview skill set is as ready as your resume.

**4. MINIMIZE INTERVIEW STRESS**

Interviews can be stressful, even if you're a pro who has gone on many of them. There are techniques you can use to minimize stress before and during your job interviews. It will make it much easier to manage the interview when you're not feeling stressed.

**5. MAKE THE BEST FIRST IMPRESSION**

First impressions really do matter, and you don't have much time to make a good impression during a job interview. From the time you greet the receptionist until the time you leave the building, you're being evaluated as a potential new hire. It's important to leave everyone you meet with the best impression you can.

**6. SELL YOURSELF TO THE INTERVIEWER**

When you're in a job interview, it's up to you to sell your qualifications and credentials to the hiring manager. You'll also need to show the interviewer that you're a good fit for both the position and the organization. With some preparation, you'll be able to present yourself as a candidate any organization would love to hire.

**7. WHAT TO DO WHEN YOU'RE AN INTROVERT**

Interviews can be really challenging when you're an introvert, but there are techniques to help introverts shine during job interviews, including how to prepare and handle an interview, and how to sell your introvert qualities.

**8. TAKE THE TIME TO SAY THANK YOU AFTER THE INTERVIEW**

Taking the time to say thank you after a job interview not only is good interview etiquette. It also reinforces your interest in the position and shows the interviewer that you have excellent follow-up skills. Use your thank you letter, as well, to address any issues and concerns that came up during the interview.

**9. PRACTICE INTERVIEWING**

Taking the time to review typical interview questions you will probably be asked during a job interview will help give you a framework for your responses. It will also calm your frazzled nerves because you won't be scrambling for an answer while you're in the interview hot seat.

Practice interviewing with a friend or family member ahead of time, and it will be much easier when you're actually in a job interview.

**10. USE YOUR NETWORKING CONTACTS**

Who you know at the company you are interviewing with really does matter. Your connections can refer you for a job, provide inside information on the company, and tell you what to expect during the interview.

Here's how to use your contacts and connections to get an insider advantage so you can ace the interview and impress the interviewer.

**11. CHECK OUT THE COMPANY**

How much do you know about the company that just contacted you to schedule an interview? It should be plenty, and all the information you need is available online.

Here are tips on how to research a company, get the inside scoop on the company culture, and use your connections to get an interview advantage.

**12. BE PREPARED FOR A PHONE INTERVIEW**

While you're actively job searching, it's important to be prepared for a phone interview on short notice. You never know when a recruiter or a networking contact might call and ask if you have time to talk about a job opportunity.

Review these tips for advice on how to pull off your phone interview without a hitch.

### **13. HANDLE A GROUP INTERVIEW**

Interviewing with one person is tough enough, but it's even harder when you have to interview with a group (or panel) of interviewers. Here's how advice on how to ace a panel interview.

### **14. INTERVIEW WHILE DINING**

Taking you to breakfast, lunch or dinner provides the interviewer with a chance to check out your communication and interpersonal skills, as well as your table manners, in a more casual environment than an office setting.

Here's advice on how to handle an interview while dining including what to order, dining interview etiquette, who pays, and more tips for interviewing over coffee or a meal.

### **15. AVOID THESE INTERVIEW MISTAKES**

What shouldn't you do when interviewing? Check out the most common job interview mistakes, blunders, and errors a candidate for employment can make. Some of them are minor; others can make or break your chances of getting hired. Then take the time to prepare before your interview, so you don't have to stress about how it went after it's over.

### **16. MORE JOB INTERVIEW TECHNIQUES TO HELP YOU GET HIRED**

Review more tips for phone interviews, second interviews, lunch and dinner interviews, behavioral interviews, interviewing in public, practice interviewing, and additional advice for interview success.

## **5. COMMUNICATION ETIQUETES**

The word etiquette means conventional rules of social behavior or professional conduct. These rules are un-written rules which act as binding force in a particular company or department. In an organization our basic concern is to create a smooth work environment. Every work place evolves its own set of norms of behavior and attitude.

### **5.1 WHAT MAKES HUMAN BEINGS DIFFERENT FROM ANIMALS?**

It is the way they carry themselves in the society. Here comes the importance of **manners and etiquette**. It is essential for an individual to behave in a responsible manner acceptable to the society. People around us must not feel embarrassed by our behaviour. One should not behave irrationally or illogically in public.

## 5.2 WHAT IS ETIQUETTE

Etiquette in simpler words is defined as good behaviour which distinguishes human beings from animals.

Human Being is a social animal and it is really important for him to behave in an appropriate way. Etiquette refers to behaving in a socially responsible way.

**Etiquette refers to guidelines which control the way a responsible individual should behave in the society.**

## 5.3 NEED FOR ETIQUETTE

- Etiquette makes you a cultured individual who leaves his mark wherever he goes.
- Etiquette teaches you the way to talk, walk and most importantly behave in the society.
- Etiquette is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and up-bringing.
- Etiquette enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society.
- Etiquette inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. Etiquette helps individuals to value relationships.

## 5.4 TYPES OF ETIQUETTE

1. **Social Etiquette-** Social etiquette is important for an individual as it teaches him how to behave in the society.
2. **Bathroom Etiquette-** Bathroom etiquette refers to the set of rules which an individual needs to follow while using public restrooms or office toilets. Make sure you leave the restroom clean and tidy for the other person.
3. **Corporate Etiquette-** Corporate Etiquette refers to how an individual should behave while he is at work. Each one needs to maintain the decorum of the organization. Don't loiter around unnecessary or peep into other's cubicles.

4. **Wedding Etiquette-** Wedding is a special event in every one's life. Individuals should ensure they behave sensibly at weddings. Never be late to weddings or drink uncontrollably.
5. **Meeting Etiquette-** Meeting Etiquette refers to styles one need to adopt when he is attending any meeting, seminar, presentation and so on. Listen to what the other person has to say. Never enter meeting room without a notepad and pen. It is important to jot down important points for future reference.
6. **Telephone Etiquette-** It is essential to learn how one should interact with the other person over the phone. Telephone etiquette refers to the way an individual should speak on the phone. Never put the other person on long holds. Make sure you greet the other person. Take care of your pitch and tone.
7. **Eating Etiquette-** Individuals must follow certain decorum while eating in public. Don't make noise while eating. One should not leave the table unless and until everyone has finished eating.
8. **Business Etiquette-** Business Etiquette includes ways to conduct a certain business. Don't ever cheat customers. It is simply unethical.

**To conclude, etiquette transforms a man into a gentleman.**

Most of us have no trouble talking, but many of us could use some help in effectively getting our message across, especially when communicating in the workplace. First-rate leadership embodies strong communication skills, as the successful exchange of information or ideas is critical to any business.

Clear communication builds engagement, harmony, and loyalty among coworkers. There are plenty of obstacles that can hinder effective discussions and leave coworkers frustrated, confused, or disengaged. Fortunately, most of the biggest hurdles can be corrected as you fine-tune your emotional intelligence.

## **5.5 7 STEPS FOR GOOD COMMUNICATION ETIQUETTES:**

### **1. FOCUS ON THE OTHER PERSON**

- ✚ Even those who consider themselves master multitaskers can't deny strong one to one communication requires the eyes to show respect.
- ✚ If you are replying to text messages while someone across the table is expecting your complete attention, your actions signal you are not

interested. We also miss important social cues when we don't give another person our full attention.

- ✚ Although you are perfectly capable of carrying on a thoughtful conversation, giving concise feedback, and scanning your emails for important updates, you are best served to look squarely in the eyes of your client or supervisor and give them your undivided attention.

## 2. LISTEN

- ✚ Workplace miscommunication comes with a cost in terms of lawsuits, low morale, loss of respect, misunderstandings, and poor customer service.
- ✚ Listening is perhaps the most underrated communication tool at work (and in life). So often when someone else is speaking, we are focusing on what we want to say next, instead of listening to what they are attempting to tell us.
- ✚ Break the habit by reframing what you just heard or don't understand, asking for clarification if you have a question or concern.
- ✚ Use your body to your advantage by smiling, nodding when appropriate, and facing the person who is speaking, shoulder to shoulder. Avoid shaking your foot or fidgeting, which sends the message you are anxious for the conversation to be over.

## 3. BE CONCISE

- ✚ Be respectful of everyone's time by keeping your message brief, direct, and specific.
- ✚ We've all been around people who tend to ramble, veering conversations off on random tangents, or devoting excessive time to personal agendas.
- ✚ Be mindful of starting (and ending) meetings when you say you will. The consideration will be appreciated.

## 4. TIMING IS EVERYTHING

- ✚ If you are working on deadline and a coworker pops into your office to talk about something that's not urgent, ask if you can get back to them instead of trying to multitask or getting annoyed: "This report is due shortly. Can I get back to you in about an hour?"
- ✚ Likewise, people will be more receptive to your idea when they have an adequate window available to process it. Set up a meeting that works for you both to discuss a project. Don't try to talk about non-urgent matters with someone who is scrambling to prepare for a big client presentation.

**5. CHOOSE THE RIGHT DELIVERY**

- ✚ Decide the most appropriate method for the message and the recipient. Sometimes a face-to-face discussion is necessary, other times a quick text works just as well.
- ✚ Certain information is best delivered via email, which can be read at the recipient's convenience and not only provides a written record but allows for more thought and careful choosing of words.

**6. ASK QUESTIONS**

- ✚ Communication is a two-way street. Thoughtful, open-ended questions are the workhorses of effective communication: they show your interest, invite others to contribute, identify and clear up misconceptions, improve understanding, and spark new ideas.

**7. USE YOUR WORDS TO YOUR ADVANTAGE**

- ✚ Your words have the power to forge connections, build your career, help others, and improve your business.
- ✚ Avoid speaking in destructive ways, such as gossip, disparaging remarks, or negative comments. That doesn't mean never disagreeing or expressing a concern, but doing so in a way that is constructive.
- ✚ Keep an open mind and avoid personal attacks on character or opinions.

**PREVIOUS YEAR QUESTIONS****UNIT-5**

1. Illustrate the principles of effective writing? (Dec/jan 2018-19, suppl, 17E)
2. Explain the types of reports writing (dec/jan, 2018-19, suppl, 17E)
3. Explain the layout of business letters? What are the features of informal reports? (Dec/jan, 2018/19 14E, suppl)
4. Discuss the various interview techniques with their merits and demerits (dec/jan, 2018/19, 14E, suppl)
5. What is report writing? What are the steps of report writing? (June/July, 2018, 17E, reg)
6. Explain the different types of business letter in detail (jan/July 2018 17E, reg)
7. Write about the different layouts of business letters. (June/July, 2018, 14E, suppl)
8. Explain telephone etiquette and its importance while attending telephonic interviews. (June/july, 2018, 14E, suppl)

9. Briefly explain about communication etiquettes (dec/jan, 2017/18, 14E, suppl)
10. Describe various interview techniques and the preparation to face them. (June/July, 2017, suppl, 14E)
11. How do you prepare unsolicited business proposal report? (Dec/jan, 2016/17, 14E, reg/suppl)
12. Present different layouts of business letters (June/July, 2017, suppl, 14E)
13. Discuss communication etiquette to be followed in an organization with employees from Asia and USA. (Dec/jan, 2016/17, 14E, reg/suppl)
14. Write short note on, (dec/jan, 2016/17, 14E, reg/suppl)
  - a. formal reports
  - b. layout of business
15. Write brief note on interview techniques and communication etiquette. (Dec/jan, 2015/16, 14E, reg/suppl)
16. What are the elements of report writing? (May, 2016, 14E, suppl)
17. Explain the communication etiquette. (May, 2016, 14E, suppl)

**Prepared By**

**L.NIKHILA B.Tech., MBA**

ASSISTANT PROFESSOR

**BALAJI INSTITUTE OF IT AND MANAGEMENT, KADAPA**

NEVER STOP FIGHTING UNTLL YOU ARRIVE AT YOUR DESTINED PLACE THAT IS, THE UNIQUE YOU. HAVE AN AIM IN LIFE, CONTINUOUSLY ACQUIRE KNOWLEDGE,WORK HARD,AND HAVE PERSEVERANCE TO REALISE THE GREAT LIFE-**A.P.J ABDUL KALAM**

# **BUSINESS COMMUNICATION**

## **IMPORTANT QUESTIONS**

### **UNIT-1**

1. Define business communication. What are the essentials of good communication.
2. Explain the channels of communication (Formal & Informal communication; upward, downward & horizontal communication)

### **UNIT-2**

1. Explain briefly about Verbal Communication. What are the characteristics, advantages and limitations of **Oral and Written communication**.
2. What is Non-verbal Communication? Explain briefly.

### **UNIT-3**

1. Explain Communication Styles.
2. What do you mean by Interpersonal communication? How to influence motivation to the interpersonal communication.
3. What is the role of emotion in Interpersonal communication.

### **UNIT-4**

1. What is Barrier? Explain the different types of barriers to Communication.
2. How to overcome the barriers.

### **UNIT-5**

1. What is Report Writing? What are the different components/Steps of Report Writing?
2. Illustrate the principles of Effective Writing. What are the different types of business letters.
3. Discuss the various interview techniques with their merits and demerits.

**NOTE:** In External Examination, indirect or out of syllabus questions may be asked. So try to prepare every topic in the syllabus.

**GOOD LUCK FOR EXAMS. DO YOUR BEST. FORGOT THE REST.**

## CASE STUDY

**1. Write a Report for your school magazine describing a Cultural Fest held in your school in which various schools of your city took part.**

REPORT  
CULTURAL FEST  
-Robin Dey

24October2014

On 22/ 10/2014, a colorful and memorable Cultural Fest was organized in our school. This event was whole day long and was held in the auditorium of our school. In this mega event, many schools from our city took part.

The grand show commenced by the arrival of various teams from schools. Then the Chief Guest, the District Collector, of our District, arrived with his wife. There was a colorful welcome followed by lighting of the lamp. It was accompanied by a melodious Saraswati Vandana, hailing the goddess of knowledge and wisdom. It was followed by a welcome speech given by the Principal of our school. Then there was bouquet presentation to the invited guests and the grand event began. It was a truly mesmerizing show as the teams from various schools presented many programmes ,there was singing, dancing, poetry recitation, skits, mimicry, mono act shows, classical and modern combination of several foot tapping numbers. Everyone sat glued to the show. The Chief Guest praised the entire event a lot. He guided with his inspirational words and inspired to do better. It was followed by the announcement of the winning team, ABC School of our city. The team from our school bagged second position and everyone complimented one another. It was followed by a formal vote of thanks and the event concluded.

We really enjoyed a lot and dispersed with a sincere hope that such mega events should be organized time and again giving the students a chance to display their talents.

**2. Write a Report for the newspaper describing a traffic jam in which you, along with many, were trapped for many hours.**

Ans:

REPORT  
TRAFFIC JAM: A NUISANCE ON ROADS  
-Shailey John

24October2018

On 23/10/2018, the main highway connecting the two major suburbs of our city witnessed a real chaos in the form of a traffic jam in which thousands of people were caught for several hours,

It was around 5 pm in the evening and the office goers, the school buses of various schools and traders along with many others were returning from the busy route. The traffic was running smoothly but suddenly the vehicles came to an abrupt halt. There was utter confusion among all. The traffic was not moving even an inch. Soon anger erupted among many. Patience slowly melted and there was argument, heated talks, and even several came out from their vehicles in anger. Fuming, everyone was vexed to know the cause of that traffic jam. People were in hurry to reach their destination but not even one traffic police officer could be seen in the vicinity. Then some excited youngsters jumped into the scene and began clearing the scene. They reached at the place where the halt had begun. A badly wounded person was seen unconscious in damaged car. Situation was understood and immediately an ambulance was called by onlookers. Within no time, the ambulance arrived followed by the police too. It took two hours to clear the traffic. But finally the injured person was taken in the ambulance, the damaged car was picked by the police and the traffic moved.

**3. To promote healthy eating habits amongst school children your school recently organized a ‘Nutritious Food and Snacks Competition’. The competition was open to both parents and students. The participation was very encouraging. The famous nutrition expert, Dr. Shikha Sharma was the chief guest. As Anjum, the student editor of your school magazine, write a report about this event in 100 words.**

**Ans:****SECRETS TO HEALTHY SNACKING**

Hundreds of parents and students participated in ‘Nutritious Food and Snacks Competition’ organized by Vaibhav Public School, Hastinapur, yesterday, to increase awareness about healthy eating habits. The awareness campaign was aimed at both students, who snack by grabbing burgers, fries, potato chips, or chocolates, as well as for parents, who are juggling busy schedules where fast food becomes a convenient option. The school organized a Healthy Cooking Competition wherein all recipes involved healthy food like salads, whole grain breads and roasted snacks.

The winner amongst parents was Ms Neeru Mittal and amongst students was Noor AM Kajani of XII B.

The eminent nutrition expert, Dr Shikha, the chief guest said, ‘When it comes to smart snacking, think small portions, think healthy portions!’ This competition was an eye opener for one and all.

**4. Letter of Enquiry:**

Bob Smith  
2151 Columbus Road  
Poplar, MI 23783

April 5, 2019

Harper Est.  
64 Small Street  
New York, NY 64641

Dear Sir,

With reference to your advertisement in the Silver Globe dated April 5, 2019, I would like to have a copy your latest catalogue. I would appreciate it if you could send it at your earliest.

Yours faithfully,

Bob Smith

## 5. Acceptance of Proposal

John Doe  
Sobriety Co. Ltd.  
London, England

May 10, 2019

Re: Proposal for Project

Samuel Kennedy  
High Engineering Works  
London, England

Dear Mr. Kennedy,

We are glad to inform you that your proposal for the project has been reviewed and accepted. We would like to arrange a meeting with you to sign the agreement.

We are eagerly looking forward to this project and are happy to have the opportunity to work with you.

Yours sincerely,

John Doe

Project Manager

**6. Thank you Letter: (on letterhead)**

Hope Company  
2020 Glenn Street, Miami, FL 56870  
Phone: 1234567 Email: admin@hope.com

June 15, 2000

Ms Elizabeth Brown  
Colin Co Inc.  
Chicago, IL 65432

Dear Ms Brown,

Thank you for giving us the opportunity to serve you. We appreciate the confidence that you placed in us, and look forward to a continuing relationship which will prove beneficial to all concerned.

Should you need any information, please do not hesitate to contact any of our staff.

Yours truly,

Kim Smith

PR Manager

**7. Congratulating a new business and offering your services: (on letterhead)**

Writing Services  
5252 Oak Head Corner, Toronto, Canada  
Phone: (123)9876543 Email: services@ws.com

September 20, 2001

The Manager  
Stars Gallery  
Toronto, Canada

Dear Sir,

Subject: Opening of new branch.

Congratulations on the opening of your new branch. We are very happy that your business is expanding and that your clientele is increasing.

I understand that with the expansion of your business, you would be requiring more writers and book-keepers. As you are well aware we offer such services to new businesses, and offer the same to you. I am enclosing a list of our services and their corresponding prices. If you need clarifications on any of these, please do not hesitate to either call us or write to us.

Yours faithfully,

Ann Doe

Enclosure: List of services and prices

**8. Letter of Request:**

Margaret King  
Hill Station Office  
Dublin, Ireland

May 21, 2004

Re: Monday's Meeting

PR Department  
Slates Company  
Dublin, Ireland

Attention: Mr. Tom Jones

Dear Mr. Jones,

We would like to remind you about Monday's meeting. I am sure you understand the importance of this meeting, and thus request you to be at our office at 10 a.m. sharp. In case the time does not suit you, please call our office and fix a different time with my secretary. Please bear in mind the urgency of this meeting and try not to delay too much.

Yours sincerely,

Margaret King.

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3. Discuss the various interview techniques with their merits and demerits.

**NOTE:** In External Examination, indirect or out of syllabus questions may be asked. So try to prepare every topic in the syllabus.

**GOOD LUCK FOR EXAMS. DO YOUR BEST. FORGOT THE REST.**